

## **NE Summer Flounder Survey (Conjoint 2000): Survey overview.**

The National Marine Fisheries Service (NMFS) began a new survey in the Northeast region, starting in Wave 2 (March and April) 2000, to collect data to better understand how saltwater anglers choose fishing trips. The new survey is being conducted in two parts in conjunction with the Marine Recreational Fisheries Statistics Survey (MRFSS), now in its 23<sup>rd</sup> year of collecting angling data for NMFS.

- Part one is a **Field Survey** that asks anglers a few short questions at fishing sites. This information will be used to describe saltwater recreational fishing participants. These intercepted anglers are asked to participate in a mail follow-up survey. Because of the costs of conducting a mail survey, the group of anglers agreeing to participate was sub-sampled.
- Part two, a **Mail Survey**, was sent to 5,000 anglers and asked about a wide range of fishing related activities including target species, catch and release fishing, and preferences for different conservation management actions. Of those 5,000 contacted anglers, 2800 returned completed surveys for an overall response rate of 56%. Respondents can also choose to receive a copy of the survey results.

It is expected that the survey will be of interest to the angling community since it directly seeks their views on important conservation and management issues by asking about their fishing experiences. The analytical approach being used was originally developed for the consumer market research sector and is being used by NMFS for the first time to explore recreational fisheries.